JA It's My Business! – Blended

Session Details	AZ Academic Standards	Common Core ELA
Session One: Entrepreneurs Students learn about the relationship between entrepreneurs, their businesses, and the products and services they offer, then take an entrepreneurial characteristics inventory to assess their own entrepreneurial skills and interests. **Objectives:** ▪ Define entrepreneurship and social entrepreneurship. ▪ Identify entrepreneurial characteristics and recognize strengths and areas of potential growth.	**Social Studies** 7/8.5.2. PO 4. Describe the role of entrepreneurs **Educational Technology** 7/8.5.1. PO 3. Articulate and practice the school and district rules governing the use of digital tools as defined by school board policy and procedures. 7/8.1. PO 5. Analyze and compare various aspects of e-commerce.	RI 6.4,7 SL. 6.1-2 SL. 6 L. 6.1-6 RI 7.3-4 RI.7.7 SL. 7.1-2 SL. 7.4 L. 7.1-6 RI 8.3-4 RI. 8.7 SL. 8.1-2 SL. 8.6 L. 8.1-5
Session Two: Market and Need Students are introduced to young entrepreneurs who have successfully met an identified market need, and then created a new product to meet the need. Students work in groups to brainstorm current needs within different product categories. **Objectives:** ▪ Define market and need. ▪ Describe the importance of Identifying market and need when entrepreneurs develop new product ideas.	**Social Studies** 6-8.5.1. PO 1. Identify how limited resources and unlimited human wants cause people to choose some things and give up others. 7.5.2 PO 5. Describe the function of private business in producing goods and services. 7.5.4. PO 1. Explain how voluntary exchange benefits buyers and sellers	RI 6.4,7 SL. 6.1-2 SL. 4 L. 6.1-6 RI 7.3-4 RI.7.7 SL. 7.1-2 SL. 7.6 L. 7.1-6 RI 8.3-4 RI. 8.7 SL. 8.1-2 SL. 8.4 L. 8.1-5
Session Three: Innovative Ideas Students learn about innovative idea generation, and examine cutting edge, innovative new products. Working in groups, students brainstorm their own product ideas and use graphic organizers to capture them. **Objectives:** ▪ Participate in creative idea generation, from brainstorming to defending and selecting an idea. ▪ Recognize creativity and innovation as necessary entrepreneurial skills for starting a business.	**Social Studies** 7/8.5.2. PO 6. Analyze how investment in physical capital (e.g., factories, medical advancements, new technologies) leads to economic growth. **Educational Technology** 7/8 1.1. PO 1. Analyze and evaluate information to generate new ideas, processes or products. 7/8/2.2. PO 1. Communicate and collaborate for the purpose of producing original works or solving problems.	RI 6.4,7 SL. 6.1-2 SL. 4 L. 6.1-6 RI 7.3-4 SL. 7.1-2 SL. 7.64 L. 7.1-6 RI 8.4,7 SL. 8.1-2 SL. 8.4 L. 8.1-5

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Session Four: Market Research Students learn about the importance of obtaining market feedback about a new product idea. Groups practice developing survey questions, test their questions, and discuss ways to revise their questions to obtain more useful feedback about their product ideas. **Objectives:** ▪ Discuss the importance of market research in the product development process. ▪ Describe multiple types of survey questions.	**Educational Technology** 7/8/1.3. PO 1. Identify patterns and trends to forecast possibilities from different perspectives 7/8/1.3. PO 2. Ask questions and investigate a problem from different perspectives and formulate inferences from known facts.	RI 6.1-2 RI 6.4,7 SL 6.2 SL 6.4 L. 6.1-6 RI 7.1-2 RI.7.4,7 SL 7.2 L. 7.1-6 RI 8.1-2 RI 8.4,7 SL 8.2 L. 8.1-5
Session Five: Design and Prototype Students learn about the product design and prototype process. Each student creates a product sketch to showcase their product idea. **Objectives:** ▪ Represent a product idea and its features by using rough sketches and drawings. ▪ Recognize sketches as an important first step in the prototype process.	**Educational Technology** 7/8/1.3. PO 3. Draw conclusions that reflect clear and logical links between the trends and patterns and the interpretations made from them. 7/8/1.4.PO 1. Create innovative products or projects using digital tools to express original ideas. PO 2. Use digital tools to collaborate with a group to communicate original ideas, products, or projects effectively in a creative or innovative style.	RI 6.4,7 SL 6.1-2 SL 6.4-7 L. 6.1-6 RI.7.4,7 SL 7.1-2 SL 7.4-5 L. 7.1-6 RI 8.4,7 SL 8.1-2 SL 8.4-5 L. 8.1-5
Session Six: Seek Funding Students learn how to plan and deliver a pitch presentation with the intent of attracting potential investors. In a mock competition, groups pitch their product idea to the volunteer and teacher. Guest judge(s) may be invited to award teams with faux start-up funds. **Objectives:** ▪ Discuss the elements that make a strong pitch presentation to potential investors. ▪ Work together to create and deliver a product pitch for potential funding.	**Social Studies** 7.5.2. PO 6. Describe how the interaction between buyers and sellers determines market prices. **Educational Technology** 7/8.4.2. PO 2. Present defendable solutions and make decisions from multiple perspectives using collected resources and data.	RI 6.4,7 SL 6.1-2 SL 6.4-6 L. 6.1-4 RI.7.4,7 W. 7.6-7 SL 7.1-2 SL 7.-6 L. 7.1-4 RI 8.3-4 RI 8.7 W 8.7 SL 8.1-2 SL. 8.4-6

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